![eComms logo]

6 KEY REASONS
WHY SIP IS BETTER
THAN ISDN

SIP and ISDN:
the future of your business

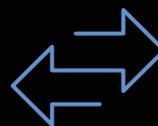The difference between SIP and ISDN

What is ISDN?

ISDN stands for Integrated Services for Digital Network. It's essentially the older technology used via phone networks.

What is SIP?

SIP or Session Initiation Protocol is the newer service, and it's essentially the technology used to deliver Voice over IP Services (VoIP).

What does that all mean?

But choosing a SIP service isn't just as easy as picking a provider. There are plenty of reasons why you should think carefully when you need to switch over your service.

01 Quality
Your call quality will improve

You might hear people say that VoIP call quality isn't as good as ISDN. Fortunately, that's just a myth.

It is absolutely true that call quality is affected by the Internet service that you have. But assuming you have a quality service installed and maintained by a provider that specialises in supporting business networks, then your call quality should be just as good or better than ISDN lines.

> **You need to work with a provider that securely controls VoIP traffic, giving it the highest priority as opposed to say, downloads over your network.**

This is also why you need to work with a provider that securely controls VoIP traffic, giving it the highest priority as opposed to say, downloads over your network.

That means no matter what, your VoIP calls are getting the bandwidth they need - and your call quality will remain crystal clear.

" **Ask your SIP provider if they control their own network and can provide private connections. Network quality and reliability is key to the success of your SIP services.**

Mat Jameson, eComms General Manager

02 Redundancy

Enough redundancy to protect your network

One of the problems with ISDN networks is that if your infrastructure goes down, no calls can come through at all. Everything is built into the one system - and damage to physical networks means you're stuck.

> **Your phone and data network should never be at the mercy of a single point of failure.**

With SIP and VoIP technology, you can use different pieces of hardware in different combinations, ensuring your network is never at the mercy of a single point of failure. Whether it be dual links, 4G fail-overs or fixed wireless solutions, there are various strategies to mitigating this.

A proper provider will assess your needs and build this into your system from the beginning.

" **Redundancy is essential for every business. Consider the financial impact on your business if your phone lines or data network goes down.**

Shane Jackson, eComms Project Manager

03 Ability to scale

Unlike traditional ISDN lines, which are sold and distributed in packages, VoIP lines are easily added to your business.

That's because all VoIP services need are your Internet connection. As long as you have a secure, steady and bandwidth-rich connection, then adding new VoIP services is a piece of cake.

> **You never have to worry about tech scaling as you grow.**

Add or remove voice channels fast at low cost as your business requirements change and keep your telecommunications costs under control.

Our customers love SIP services - no more technician visits required, just plug in your new handset and away you go.

Kara Herrman, eComms Customer Care

04 VoIP services are far more flexible

When you buy an ISDN service, you get a phone number that's attached to a particular location.

With VoIP services you still get a phone number - but you don't need to get a new phone number for every service that you add.

> **Direct your phone number regardless of location. Multiple calls across multiple geographic areas and devices.**

Not only that, but you can direct that phone number regardless of location. So you can have calls distributed across multiple locations, even via your mobile.

That means whenever you need to adjust business resources or operate your business in flexible ways during busy periods, VoIP helps you - instead of holding you back.

This is also why it's important to choose a VoIP provider that can guide you through the process of setting up these systems, so you get the most out of them.

" Finally, SIP trunking allows for phone numbers that are as flexible as your business.

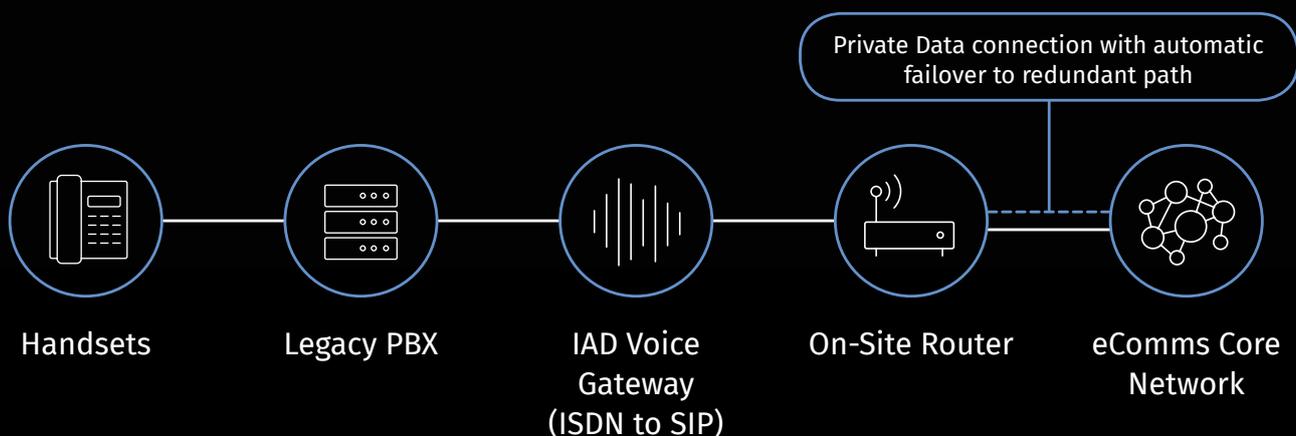*Mark Atkinson, eComms Communications Engineer*

05 Compatibility

Most businesses with a PBX system will find they're already compatible with SIP and VoIP technology, and you can easily add a gateway on-site if not.

> **An IAD allows your older phone system to work with the latest SIP trunking and VoIP technologies.**

This gateway, known as an IAD, simply allows your older PBX phone system to communicate with the newer SIP protocols.

There's no need to run out and buy an expensive new phone system when your current model will most likely work fine. If your phone provider is pushing for an upgrade, it would be worth asking them to explain why they can't install an IAD.

Private Data connection with automatic failover to redundant path

Handsets — Legacy PBX — IAD Voice Gateway (ISDN to SIP) — On-Site Router — eComms Core Network

06 You'll be surprised at the price

Every business is unique, but combining data and VoIP packages means you often get better value for money.

Plus, you no longer need to pay for the privilege of maintaining and accessing two separate systems across two separate pieces of technology.

SIP services offer compelling value compared to ISDN.

> " The telecommunications industry is constantly changing and the shift to SIP trunking allows businesses to realise significant benefits.

*Simon Utting, eComms Account Executive*

Why choose eComms?

With a 25 year history we have established ourselves as trusted advisers in the telecommunications market. We don't confuse you with complex pricing, tricky contracts or technical jargon.

As a business-only, service oriented provider, we have the ability to work closely with your organisation to tailor a solution to your requirements, and to continue to provide strong client support.
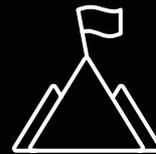
We offer a free bill analysis of the cost and benefits of your current business voice system and can advise if there is room for improvement. To find out more, speak with our team today.

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